

BREAD & BUTTER CONCEPT

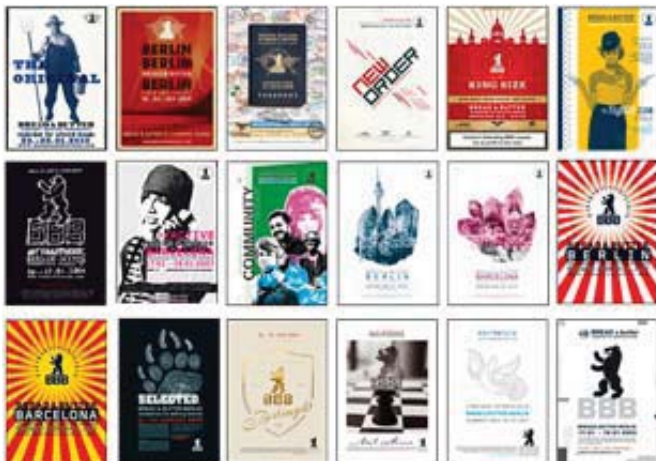
With its "tradeshow for selected brands", BREAD & BUTTER provides the concept of an innovative trade fair event for the progressive, contemporary clothing culture.

As an international specialist trade fair for Street and Urban Wear, BREAD & BUTTER represents a marketing and communication platform for brands, labels and designers from the areas of Denim, Sportswear, Street Fashion, Function Wear and Casual Dressed Up.

With a unique brand portfolio, BREAD & BUTTER confirms its position as the leading international trade fair and trademark - it is the meeting point for buyers, traders and representatives from the textile industry press.

Like no other event, the "tradeshow for selected brands" reflects the culture and brand philosophy of its exhibitors: the brands exhibiting at BREAD & BUTTER present themselves according to their brand direction with their complete versatility.

Twice each year, the "tradeshow for selected brands" brings together both inspiration and business according to the basic principle of "Fun & Profit". Its early date makes BREAD & BUTTER the kick-off event within the industry.



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From Cologne, Berlin, Barcelona back to Berlin.

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